

Message Text

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ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 CIAE-00 INR-10 NSAE-00 RSC-01

TRSE-00 USIA-15 PRS-01 OMB-01 DRC-01 /061 W

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R 171925Z DEC 73

FM AMEMBASSY BRIDGETOWN

TO SECSTATE WASHDC 6478

INFO USDOC WASHDC

UNCLAS BRIDGETOWN 1726

E.O. 11652: N/A

TAGS: BEXP, BB

SUBJ: FY 1974 COMMERCIAL ACTION PROGRAM (CAP)

REF: STATE 234462

1. THIS EMBASSY HAS PLACED TOP PRIORITY ON EXPORT EXPANSION PROGRAMS AND PLANS TO CONTINUE TO DO SO. FOR INSTANCE, IN TWO-MONTH PERIOD SINCE ARA COMMERCIAL/ECONOMIC OFFICERS CONFERENCE OCTOBER 1-3, WE HAVE SUBMITTED 16 TRADE OPPORTUNITIES WITH TOTAL POTENTIAL VALUE OF WELL OVER \$6 MILLION. THIS COMPARES WITH 9 TRADE OPPORTUNITIES SUBMITTED IN PRECEDING 12 MONTHS.

2. BIGGEST PROBLEM IN SMALL POST SUCH AS THIS (ONE ECONOMIC/COMMERCIAL OFFICER, ONE FSL SECRETARY/RECEPTIONIST) IS LACK OF TIME ON PART OF RESPONSIBLE OFFICER BECAUSE OF OTHER COMPETING RESPONSIBILITIES. ECONOMIC/COMMERCIAL OFFICER ESTIMATES HE NOW SPENDS UP TO 90 PERCENT OF HIS TIME BEHIND DESK PERFORMING ROUTINE DUTIES (ADS, DEALING WITH VISITORS, REQUIRED COMMODITY AND ECONOMIC REPORTING, WORK FOR OTHER AGENCIES, INCLUDING AID) AND ATTEMPTING TO DEAL WITH ENORMOUS DAILY FLOW OF PAPER. (CAPABLE FSL SECRETARY IS ABLE TO HANDLE MOST OF WTDR PROGRAM). BIGGEST BOOST TO OUR EXPORT PROMOTION PROGRAM WOULD THEREFORE BE CREATION OF ADDITIONAL TIME FOR RESPONSIBLE OFFICER TO WORK ON PROGRAM. THIS COULD BE DONE BY:

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(A) REDUCING VOLUME OF PAPERWORK AND/OR (B) APPROVAL OF

FURTHER FSL SLOT REQUESTED JUNE 13, 1973 (BRIDGETONW 0830).
WE HAVE, OF COURSE, PREPARED CAP WITHIN CURRENT FUNDING
LIMITATION AS PER INSTRUCTIONS REFTEL; HOWEVER, WE KNOW
DEPARTMENT RECOGNIZES LIMITATIONS TO EXPANDING SUCH ACTIVITY
IN ESSENTIALLY ONE-MAN POST.

(A) OBJECTIVE ONE: ACHIEVE COORDINATED AMERICAN ACTION TOWARDS
EXPORT EXPANSION. ACTION ONE: BY FEBRUARY 1 CONTACT ALL USG
AND SIGNIFICANT AMERICAN BUSINESS ACTIVITIES THROUGHOUT
FAR-FLUNG AREA (WHICH BESIDES BARBADOS INCLUDES SIX ASSOCIATED
STATES AND TWO BRITISH COLONIES SCATTERED OVER SOME 400 MILES
OF OCEAN) DESCRIBING NEED FOR EXPORT EXPANSION AND PROGRAMS
AVAILABLE. ACCOMPANYING LETTER WITH APPROPRIATELY DESIGNED
POST CARDS TO ALERT EMBASSY TO POSSIBLE TRADE OPPORTUNITIES.
ACTION TWO: IMMEDIATELY FOLLOWING RECEIPT OF INFORMATION
DEVISE APPROPRIATE RECOGNITION (AMBASSADORIAL LETTER, AWARDS,
ETC.) FOR INFORMATION LEADING TO SIGNIFICANT TRADE OPPORTUNITY
SUBMISSION. ACTION THREE: SEND FOLLOW-UP LETTERS AT REGULAR
INTERVALS.

(B) OBJECTIVE TWO: INCREASE U.S. SHARE OF LIGHT INDUSTRY
EQUIPMENT MARKET. ACTION ONE: BY JANUARY 31, CONTACT INDUSTRIAL
DEVELOPMENT CORPORATIONS THROUGHOUT REGION TO OBTAIN LISTING
OF NEW LIGHT INDUSTRIAL ENTERPRISES. ACTION TWO: BY FEBRUARY 28,
SEND QUESTIONNAIRE TO ALL ENTERPRISES LISTED TO DETERMINE
TYPES AND EXTENT OF EQUIPMENT THAT CAN BE SOLD (OFTEN ON
DUTY-FREE BASIS). ACTION THREE: BY MARCH 15, FOLLOW-UP PREVIOUS
LEADS FOR FURTHER TRADE OPPORTUNITIES.

(C) OBJECTIVE THREE: SURVEY REGION TO IDENTIFY MAJOR CONSTRUCTION
PROJECTS FOR U.S. PARTICIPATION. ACTION ONE: BY JANUARY 31,
CONTACT APPROPRIATE MINISTRIES THROUGHOUT TERRITORY, CARIBBEAN
DEVELOPMENT BANK AND OTHER APPROPRIATE ORGANIZATIONS TO IDENTIFY
MAJOR PROJECTS PLANNED (AIRPORTS, HARBORS, ETC.). ACTION TWO:
BY MARCH 1, PREPARE LISTING OF SUCH PROJECTS FOR SUBMISSION
TO DEPARTMENT AND USDOC.

(D) OBJECTIVE FOUR: RE-ALLOCATE EMBASSY'S AVAILABLE RESOURCES.
ACTION ONE: IMMEDIATELY REVIEW EMBASSY'S CERP REQUIREMENTS,
AND BY JANUARY 10 SUBMIT RECOMMENDATIONS TO WASHINGTON FOR
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ELIMINATION OF ONE OR MORE CERP REPORTS FOR WHICH REQUIRED
TIME MIGHT BETTER BE SPENT FOR COMMERCIAL ACTIVITIES. ACTION
TWO: BY JANUARY 31 SURVEY ECONOMIC/COMMERCIAL PAPERWORK WITH
VIEW TO RECOMMENDING ELIMINATION OF ITEMS OF MARGINAL
SIGNIFICANCE.
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